

Working Title: RR Web and Publications Coordinator

Classification: IS Business Automation Senior

Position Summary: Internal and external web pages are a critical means of maintaining staff efficiency and consistent program delivery and of meeting customer information needs for the Remediation and Redevelopment (RR) Program, and its customers and partners. The Web and Publications Coordinator directs intranet development and supports internet content development across the RR Program. The position supports program business functions through information systems including organizing web content, managing information storage and display, web page formatting, text conversion, and web publishing. The position identifies opportunities for use of the web and new IS technology, participates in planning, coordinating, and implementing new or modified web services and trains employees in preparation of information for delivery to customers.

This position also develops, coordinates and manages the publishing and storage of internal and external publications. The position will assist the Automation Team leader with the planning and monitoring of RR program web applications. This position is responsible for organizing, storing, posting and maintaining Web content for use by RR staff, other DNR staff and managers, and the full range of external RR program customers and partners. The position serves as the RR program representative and liaison to the division and department web governance and document management bodies.

Geographic Scope & Travel Requirements: This position is based in downtown Madison. Routine travel to in-state meetings and DNR regional offices is required.

Scope of Authority: This position is under the general supervision of the Brownfields and Outreach Section Chief, Remediation and Redevelopment (RR) Program.

Goals and Activities:

35% A. Management of internet and intranet content for the RR program and assist with management and maintenance of web applications.

- A.1 Plan and organize web content to ensure it is audience-friendly and easy to use.
- A.2 Organize, edit, code and post program content to Agency Production Server in accordance with department web governance protocols and standards for quality and consistency.
- A.3 Consult with program managers and staff to analyze their needs, identify new potential web uses and content to accomplish program goals and tasks, and manage projects to meet the identified needs.
- A.4 Collaborate with other program web publishers to ensure program needs are met in a manner to minimize duplication of effort.
- A.5 Develop and deliver tips, training and coaching to RR program staff so they can use the department's web products effectively and can help citizens and partners use the RR Program web products.
- A.6 Establish, monitor, and analyze performance measures, web usage and related e-business solutions by external constituents to assist program managers in improving web-based and other electronic outreach and communication needs.

- A.7 Review all publications, internet and intranet content created for the RR program to ensure consistency with DNR publishing protocols and standards.
- A.8 Assist with creation, management, testing, maintenance and use of external-facing web applications.
- A.9 Test new user functions on external applications for accuracy and usability.
- A.10 Assist with documenting and tracking project development progress.
- A.11 Communicate application progress, problems and/or shortfalls to Automation Team Leader.
- A.12 Participate in application user design, feedback and post-implementation reviews.
- A.13 Maintain and ensure compliance with the RR Program's Web Operating Plan (RR-5154)

30% B. Act as primary document manager regarding storage, maintenance and coordination of RR program non-site specific documents.

- B.1 Implement and maintain a system to catalog, distribute and maintain publications, documents, photos, and graphics to assist program staff, to include the RR program archive library for out-of-date publications.
- B.2 Manage publication inventory to ensure documents have numbers and are appropriately tracked.
- B.3 Assist with upgrade to and management of the new OnBase document management system.
- B.4 Implement and maintain file management procedures for the RR document libraries to include: document management processes, filing procedures, categorization process, archival process, and implementation of the Records Dispensation Authorization.
- B.5 Create, maintain and enforce document naming and filing conventions for all publications and non-site specific documents.
- B.6 Monitor library usage to ensure all appropriate final documents are stored in the libraries, as appropriate.
- B.7 Train and assist RR staff on management of files (naming, storing, etc.) and using the libraries to locate files they need.
- B.8 Manage and maintain RR libraries through clean up of historic RR files, locating relevant historic files that are still current and working with others on updating or archiving, as appropriate.
- B.9 Manage and maintain the definitions and acronyms, presentations, photos and graphics libraries.
- B.10 Communicate with staff on relevant library updates.
- B.11 Assistance with organization and cataloging of outgoing employees' electronic and paper files.

20% C. Design, update and maintain publications, press releases, site-specific letters, guidance, and fact sheets for RR programs and policy issues assigned.

- C.1 Create and edit RR program publications. Take complex state and federal laws and interpret them for internal and external customers, through the development of web pages, press releases, site-specific letters, guidance, and fact sheets.

- C.2 Review and edit program content for publications in accordance with program guidance (legal citation guide, Act 21, etc.) and department procedures (writing style guide, etc.) for quality and consistency.
- C.3 Develop and implement a process to monitor RR publications to identify, revise or remove out-of-date material. Management of the processes should occur on a frequency or schedule set by RRMT.
- C.4 Coordinate, maintain and post the RR program internal newsletter in a timely manner based on content needs.
- C.5 Coordinate all printing and bulk mailings for the RR program.
- C.6 Consult with program managers and staff to analyze their needs, identify new publication needs and uses to accomplish program goals and tasks, and manage those projects to meet the identified needs.
- C.7 Coordinate, set up and execute surveys for the RR program.

10% D. Design, update, maintain, edit and manage video information for RR programs and policy issues assigned.

- D.1 Manage the upkeep, storage, organization, and presentation of all RR program video content that appears or is linked to the RR internet or intranet pages.
- D.2 Provide regular metrics and other information to aid in determining long-term strategies for video content.
- D.3 Maintain partnerships with other key agency staff to help troubleshoot any technical issues related to RR program video storage and management.
- D.4 Edit and clean up raw video prior to final posting utilizing applicable software, including Camtasia.

5% E. Organizational responsiveness.

- E.1 Maintain knowledge of DNR core values and adhere to them during daily business.
- E.2 Review and keep abreast of changes in knowledge and practices of position-related activities.
- E.3 Participate in job-related training and organizational meeting as assigned.
- E.4 Other duties as assigned.

Knowledge, Skills and Abilities:

Upon Appointment:

- Demonstrated skill in computer operations, including Windows Office suite (Word, PowerPoint, Outlook, etc.).
- Knowledge of website design, usability analysis, and content management.
- Knowledge of internet content management systems.
- Knowledge of internet design and programming, including navigation, architecture, usability, and integrating content from multiple sources.
- Ability to use web editing software such as Adobe Acrobat, Dreamweaver and Bootstrap.
- Knowledge and use of analytical skills, including quantitative and qualitative assessment tools, end-user meetings/feedback tools, survey techniques and other data collection and analysis tools.
- Knowledge of constituent relations principles and protocols.

- Skill in the structure and content of the English language, including the meaning and spelling of words, rules of composition and grammar.
- Skill in customer service that is friendly and helpful.
- Knowledge of and proficiencies in communication and public relations skills, including competency in public speaking.
- Proficient in project management and organizational skills.
- Ability to use current publishing software to create brochures and other professional publications.
- Ability to successfully work in a team atmosphere on complicated, high-level tasks.

At Full Performance:

- Demonstrated skill with publishing software, such as InDesign.
- Skill with web graphics optimization software such as Adobe Photoshop.
- Skill in the video editing software Camtasia
- Ability to program using languages that include JavaScript, HTML/CSS, HTML5, and PL/SQL.

Physical Requirements and Environmental Factors:

Physical requirements include sitting for long periods of time.

Sedentary work (exerting up to 10 pounds of force occasionally and/or negligible amount of force) for 100% of the time.

Physically, the position has no physical requirements, other than lifting standard boxes of copier paper and parcels.

Environmentally, this position will spend approximately 95% of the time indoors.

Telework Evaluation:

Telework may be an option, if limited in scope.